THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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The Flowing Wassail Bowl is ripe in the Valley of the Moon

Comes the last issue before Christmas—and for about the 40th time it seems desirable for us to write our annual "Christmas story" —which is almost identical each year.

Your postoffice will be closed; the postal workers have toiled at top speed for long hours especially during the last couple weeks, and they'll breathe a sigh of relief when the last packages are mailed and received.

Schools of course close today, to resume classes January 2. The kids don't get much of a break this year; instead of the usual two weeks' vacation, they get only a little more than a week.

Most stores will close for Christmas day—exceptions being the larger markets which will be open for part of the day. Most taverns will remain open, but you'll be lucky to find many service stations operating.

First be sure you're right—then do as the wife says. VALLEY WATCH REPAIR, Boyes. And a Merry Christmas to you all.

Those not unusual fogs of the past week have brought some rather uncomfortable and piercing cold mornings. But our rainfall is considerably below normal, and far under last year's.

Our Heartfelt Greetings to our new neighbors and friends. The Valley has welcomed us warmly. FOOD MART, Fetters. Victor and Nellie.

From now till Christmas there'll be school programs (today) and Sunday school programs. Christmas eve the churches will quietly observe the birthday of the Christ child. You know, certainly, what the eve and the big day itself mean to the family, especially the children.

TONY THE BARBER wishes all his friends and customers the most sincere Greetings for a Happy Holiday season. TONY HYDAR.

RUGGLES VARIETY STORE, Sonoma. Last minute gifts. Large assortments still stocked. And may you all have a Merry Christmas.

Some of the eating places will be closed for Christmas, some will put their finest food of the year on the groaning tables.

Moonbeams expected to list the places that will be open and those not, but it's a herculean task, so we gave up. Your best bet would be to call up your favorite spot, and if they'll be serving turkey dinner, make your reservation ahead of time.

SONOMA FURNITURE MART. New location, Jan. 1—113 West Napa St. Storewide clearance till then. Sal and Nina Argento.

Lot's Doing at RUSTIC INN, Glen Ellen, over the holidays. Join us. GUNNER and RUTH extend hearty greetings.

Winter starts today! Or does that fool you a little—it's been cold already. Anyway it's the shortest day of the year, and before you know it the days will start to get longer—a minute or two each day. You'll not really notice it much till along about February.

MENDEL'S CAFE, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

MIKE & ROSE'S BOYES SPRINGS STORE wishes you all the very merriest Christmas season. The Springs' finest meats.

Boyes postoffice reports record mailings and record receipts of mail this year. Local stores are agreed it's been a wonderful buying season, finest in years.

The Exotic TOWN HOUSE, Glen Ellen, extends Sincere Greetings. Have Christmas dinner with us. Serving starts at 3 p.m.

HOOKER OAKS TRAILER PARK, Hiway 12. Shell products. Groceries. Propane gas. Happy Holidays—May they be your best ever.

Sal and Nina's Furniture Mart in Sonoma will be in new quarters by New Year's. After operating on Broadway for about 10 years, the furniture stocks will be moved to 113 West Napa street, Sonoma. Because of this move the Mart is staging a gigantic storewide close-out on all of its stocks, allowing as much as 30 per cent reductions. Sal says he'd just as soon let his customers have the savings as pay the movers. And just watch for the Mart's grand opening values in the new location.

OUR RESORT, El Verano. Home of the Stein Club. Draft beer. Harvey and Melina extend friendly Holiday Greetings to you all.

JIM'S MEATS, at Boyes Food Center. Choicest selection for the big holiday feasts. You'll be proud of our quality meats and poultry.

Boyes Springs' main street was beautiful a week ago with its cross-highway decorations. But the public utilities commission and highway department decreed the erectors hadn't complied with all the regulations and (as we hear it) they got mad, wouldn't change the location of any strands of tinsel, and proceeded to take them all down. So we're back the way we used to be in the matter of holiday glitter. If we became an incorporated city, much of this kind of stuff would be eliminated.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful place for your family and guests this holiday season. Happy Holidays!

YELL'S ACRES NURSERY, Glen Ellen. For Christmas giving, why not Dahlia tubers, or other of our prize winning specialties?

And added to that, the Christmas tree lot at Calle del Monte and Valley boulevard operated by the Boy Scouts was abandoned early this week and the remaining trees moved to their other lot in Sonoma. Not even a scrap of branches left. (And we were going to grab enough for a small wreath!)

DENNY'S COG CLUB, Boyes. The home of good cheer, not only at holiday time but all through the year. Merry Christmas!

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

One of our pet peeves: Those subscription blanks stapled into the pages of most of the magazines we read. Many others feel the same way. Wonder if they pay off in added revenue? Doubt it.

PAUL'S RESORT, Verano. Your best bet for dining out during the holiday season. Bring your guests, and enjoy Paul's organ music.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

Got our completed puzzles in the mail on time, so now we must just wait and maybe find out how we did. Had to cut in an assistant when we got stuck on the name Pocatello (should have gotten it ourselves). But with that new Cadillac we'll certainly give you a ride.

WE'LL BE OPEN for your Christmas dinner. Wonderful menu, low prices. Bring the family. EL DORADO HOTEL, Sonoma.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

BANCROFT NURSERY, Sonoma. Our Happy Holiday greetings. For your last-minute giving, pick flowers! Phone your order—fast.

This fog business: Down in the San Fernando valley it's worse. Had to drive 8 miles three mornings a week, over to Reseda. Several times you couldn't see the next telephone post, and we pulled into a gas station lot, read the morning paper for two hours before feeling it was safe to go on. (Late to work.)

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Salvatore Smario, son of Mr. and Mrs. Horace Smario, again has shown his artistry with Christmas murals at the Food Center, and at several other business houses in the Springs area. Salvatore is currently a student at Santa Rosa junior college.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway Sonoma. WEbster 8-2686.

Christmas cards galore this year. Already we've had scores from old friends, and several came rather unexpectedly: One from a young fellow we know, an ex-paratrooper whom we haven't seen in 15 years; another from one of the city council members of Los Angeles (how'd he know our present address?); another from an old schoolmate (last saw him about 50 years ago).

Then there was one from Boyd Truesdale, the finest male singer we ever heard, now operating a motel in Denver. Boyd was the leading man and singer with Truesdale Stock company, a 14-member troupe which played three-night stands throughout the middle west, and with which we were the entire orchestra (piano). And one from our good democrat friend (an intelligent and dedicated exponent), and one more: from Clem Miller, whom we didn't hurt when he ran for U. S. congresssman on the dem ticket last election).

PAYS TO ADVERTISE

BOYES SPRINGS FOOD CENTER. Make this your holiday food-buying center. Take-out license. One Stop! Happy Holidays!

SONOMA MISSION INN extends its hearty and heartfelt Greetings for the finest Christmas and New Year's you've ever had.

The codfish lays ten thousand eggs, the homely hen lays one.
The codfish never cackles to tell you what she's done.
And so we scorn the codfish while the humble hen we prize,
Which only goes to show you, that it pays to advertise!

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500

RAY'S AUTO WRECKING—1216 East MacArthur. Sonoma. WE 8-5173. We tow, buy, sell, trade. Old cars, trucks. Open 8 to 5.

From Minnesota: "The reason you sometimes hear more "news" on the street corner than you see in the newspaper is because the newspaper has to stand behind what it prints for all to read."

SPECIAL VALUES on Holiday drinkables. And a friendly place to visit. Watch for our big New Year's Eve party. Broadway Cafe.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, and better than most.

With Christmas coming on Tuesday, it means a lot of schedule rearranging with most printshops. With Moonbeams we'll have to do a little linotyping Friday, Saturday and Sunday, in addition to the regular Monday chore. But! We'll have Christmas all to ourselves. This same schedule will have to be followed next week, too. And editors don't work!

ROZARIO'S PALMS INN, Verano. Bring your guests here for festive dinners. The Inskeeps wish you all a warm Merry Christmas!

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

LOSING THE HARD WAY

Although defeated for county commissioner in a recent election at Atlanta, Ga., John Wilson should be quite happy . . . he met a lot of people and got a lot of exercize. But read what he says in his campaign expense statement:

Lost 1349 hours sleep thinking about the election.

Lost two front teeth and a whole lot of hair in a personal encounter with an apponent.

Gave away two pair of suspenders, four calico dresses, $5 in cash and 13 baby rattles.

Kissed 126 babies.

Kindled 14 kitchen fires.

Walked 4075 miles.

Shook hands with 9508 persons.

Told 10,101 lies and talked enough to make, in print, 1000 volumes.

Attended 16 revival meetings and was baptized four different times by immersion and twice some other way.

Contributed $50 to foreign missions.

Hugged 49 old maids.

Got bitten 19 times by dogs.

Then got defeated at the polls!

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Addenda: (No subscription blank.) But for a last minute gift, you could give us $1.29 and send Moonbeams to some friend or relative of yours, and every week for 52 all told, your friend or relative would figuratively rise up and bless you for your thoughtfulness! Why not make the gesture?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

YEARS AGO

The same stars that look down upon an uneasy world—tired with its own cleverness, betrayed by its own wisdom—once smiled down upon a humble stable where a tired, worried man, a meek sweet woman and a tiny child were resting, little knowing or realizing the impact that the starry midnight would have upon generations to come.

Across the long centuries of war and peace, of social development and of steady scientific progress, the never-dying sweetness of Christmastide still comes winging its way into our hearts.

What miracle is it that causes the Christmas instinct to be reborn so surely every year? It is because it is intimately linked with the sweetness and nostalgia of our boyhood. It is bound up with the snowy nights we lay listening with ears straining for the sound of reindeer on the kitchen roof, and always dropped off to sleep just before they arrived. It is connected with cold floors on gloriously early Christmas mornings before Dad and Mother were up and we took the stairs with a rush to see if Santa had really come.

It is an odd assortment of pictures and sights and sounds that the years have added to—of the whole family at the dinner table, of Dad carving the goose with the skill and finesse that every Dad has when he is seen through the eyes of his family; it is the lump you feel in your throat when you come back home and see Mother sitting with her man and boys around her, just where she used to sit, and you realize that she is growing old.

It's green branches and old friends, tinsel and colored balls. It is the wrapping and unwrapping of presents—and sitting quietly listening to the strains of "Silent Night" pleasantly breaking the silence. It is the biggest and most satisfying day of the year.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Tom and Jerry (and egg nog) fans tell us they like the mixtures currently sold by the big dairy companies. They're fine for the children, grownups too, straight; though the latter quite frequently doctor up the mixture with various additives. It's that season now. And cold enough, too.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

WHAT'S IN A (TOWN'S) NAME

(We must've swiped this from somewhere or othe.r)

America's building boom has added a lot of new towns to our maps, and all of them seem to end up with names like Acadian Acres, Pleasant Woods, Rolling Knolls.

When our forefathers built their communities, they displayed more imagination. Gone are the fearless men who tagged their towns Bird in Hand, Pa.; Droop, W. Va.; or Rough and Ready, Calif. Can you imagine a present-day developer naming his property Littlelot or Modest Town, as folks in Tennessee and Virginia did?

There's a ring of old-fashioned honesty in Ordinary, Va., and Dull Center, Wyo. Surprisingly, even Texas has a town called Humble—but makes up for it with communities like Best, Splendora, Sublime, and Wellborn.

Perhaps citizens of these towns argue in superlatives while folks from Small, Idaho, and Tiny, Va., talk in diminutives. But do they have a chance against Minimum, Mo.?

If you're curious about the origin of names, rest easy. Many can't be traced. For example, there are about 1200 people in What Creer, Iowa, and just about that many tales on how it was named.

Legend has it that the founders of a new community in California demanded a name "that isn't likely to be found anywhere else." They ended up calling the town Likely.

George R. Stewart, an authority on such things, says some Texans had their town's name rejected by the postoffice because it was too similar to the name of a town nearby. "Well," said the citizens, "let's name it for a city that isn't nearby!"

That's how Moscow, Texas, came to be.

Frankness in our early settlers was unnerving at times. Witness these names: Stinking Lake, N. M.; Rat, Mo.; Difficult, Tenn.; and Muddy, Ill. And it must be difficult to describe the ladies of Dowdy, Ark., without getting into trouble.

Some towns pique one's curiosity. What incidents were respon-

sible for Embarrass, Minn., and Chagrin Falls, Ohio? Did a used car salesman name Happy Jack, Ariz.? If Hi Hat is in Kentucky, why is Tuxedo over in North Carolina?

The hobby of collecting town names can cause you to lose sleep. You might wonder what we are doing with three Romeos and only one Juliette. If Water Proof, La., and Neversink, N. Y., pooled their resources could they help Leakey, Texas, and Sank, Mo.? Why, one might ask, are the good influences of Sober, Pa., so far from Whiskeytown, Calif.? And shouldn't Dice, Ky., and Elevenpoint, Ark., really be in Nevada?

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

One interesting present is already in our house and enjoying himself immensely. Eats like a fish. In fact, it is a fish—a pop-eyed fantail all golden and black. Other members of the family have accepted him most graciously.

THE CHICKEN HOUSE, Hiway 12, Boyes. Closed for Christmas, but other good eating places will serve you well. Have a happy time.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

"Every agent and station is after him now."

Remember one Romero Gonzales Gonzales, the whimsical Mexican boy from San Antonio, Texas, who appeared as a contestant on a Groucho Marx "You Bet Your Life" TV quizzer about a year ago?

For those who missed the show, Gonzales Gonzales ("My fodder's name eez Gonzales and my modder's name wass Gonzales before she married my fodder") staged a deadpan songs-dances-and-funny-sayings routine that rated as the top comedy act of last season's television.

In fact, it was too good to have been done by anybody but an experienced comedian, although Gonzales-Gonzales stated on the air that he's only employed as a messenger by radio station WOAI in San Antonio. All the people on the Marx show will admit is that Gonzales is and was and will be a disc jockey in Texas.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries at any time; good sized stock. WE 8-5811.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Your guests will appreciate your bring 'em here.

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

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